

REDCLIFF REVIEW

OUR SLOGAN: An Industrial Metropolis of Industrious People Who Pull Together.

Volume 26

THE REDCLIFF REVIEW THURSDAY, MAY 12th, 1938

Number 48

Redcliff School Made Good Show At The Festival

Local Pupils Won 8 Firsts
and 7 Second Prizes

Once more the Music and Dramatic Festival has passed into history. For two full days the talent of the children in the Medicine Hat School Inspectorate was demonstrated along musical, elocutionary and dramatic lines.

To an interested spectator the Festival proved to be two full days of equidistant pleasure although to the teachers and pupils it meant high tension, thrilling excitement and the culmination of weeks of hard work.

Most of the classes were very closely contested and adjudicators had great difficulty in deciding the winners.

The adjudicators were Mr. Clynder Jones of Calgary for music, Mr. Holdroyd also of Calgary for Dramatics and Miss Rasmussen of Drumheller for Elocution.

As in former years Redcliff pupils gave a good account of themselves. The following is the winners from our local school.

Music:

Grade IX to XII Open Contralto solo competing for the Canadian Club Medal in the selection "Verdant Meadows" First Mary Martin.

Grade VII, VIII and IX Rural Town and Separate School solo competing for the S. O. E. Medal in the selection "Gathering Daffodils" Gordon Sheehy tied with Mary Jude of Bethany for second place.

Grade I Rural Town and Separate School Solo, competing for the Lake of the Woods Milling Co. Medal in the selection "The Second Junonia McKay" Elman.

Grade II and III Rural, Town and Separate School Solo, competing for the Maple Leaf Milling Co. Medal in the selection "The Birdies' Ball" Joyce Balmer and Dolores Turner tied for second place.

Grade IV, V and VI Rural Town and Separate School Solo competing for the I. O. O. F. Medal in the selection "Rock-a-bye Lullaby" Bruce Sheehy tied for first place with Gloria Lawrence of St. Louis School Medicine Hat and Winnie Phil tied for second place with Barbara Cory of St. Theresa school.

Town and Separate School Chorus competing for the S. E. A. E. A. Trophy in the selection "The Dream Seller" and "Robin Hood's Song" Redcliff school came first.

In dramatization for City, Town and Separate Schools, Grade I competing for the Women's Literary Club Trophy in the selection "The Robbers" in the Woods Redcliff won second place.

In Grades 4 and 6 competing for the B. F. South Trophy in the selection "Twice Is Too Much" Redcliff took first place. And in Grades 7 and 8 competing for the I. B. Hall Trophy in the selection "Pete the Toreador" Redcliff again took first place.

In Elocution for Grades 1, 2 & 3 for City Town and Separate Schools, competing for Patter-

Girls' Softball Club Organized For Season

Will Hold Practices on Every
Tuesday and Thursday

On May the 8th there was a meeting of the town's Girls Softball team in H. Van Wert's Store and was organized with the following officers:

President - J. Bergerson
1st. Fulton and H. MacLennan
Pres. - Marjorie Fairhurst
Sec. Treas. - Doreen Cooke
Manager - H. Van Wert.
Capt. - Florie Brucker.
Coach - M. Collard.
Assistant - Jim Podesta.

As soon as the weather permits, the girls will start their baseball practice every Tuesday and Thursday nights.

Two Alberta Cabinet Ministers are in Sask.

Are Expected to Contract Key
Men of S. C.

Our Premier Aberhart and Mr. Manning, provincial secretary, have left for Saskatchewan to confer with the Social Credit leaders there for the provincial election. They are expected to hold meetings in Regina and Saskatoon before returning to Edmonton.

While in Saskatchewan our two Cabinet Ministers are expected to contact key men of the S. C. organization regarding assisting conventions and public meetings.

CANADA'S ORDER FOR MAKING BREN GUNS

The Militia in British head-quarters has given orders to Canada to equip 12,000 Bren light Machine guns in a factory in Toronto.

It is reported the order for 5,000 guns for the British government aid the balance for the Canadian Militia. The cost is estimated at about \$5,000,000.

son's Dairy Medal in the selection "If you meet a Fairy" First place was won by Jacqueline McCleary.

In the 7 and 8 class competing for the Dugan Medal in the selection "The Ice Cat" Beaud Gordon won first place. And in the grade 10 and 12 class competing for the Beaver Lumber Co. Medal in the selection "Peace" Zelda Bamforth took second place.

Thus it will be seen that Redcliff won eight firsts and seven seconds which is surely something to be proud of.

A special Trophy donated by Mr. W. King to the individual who in the opinion of the adjudicator gave the best performance in the dramatics was awarded to Cyril Worris for his interpretation of the character Joe in "Pete the Toreador."

The Review congratulates all the winners and especially the teachers who trained the children. Miss Kane who had charge of the music. Miss Broadfoot, McDonald and those who had charge of the Dramatic and Elocution work.

Town Council Met in Session Monday Evening

Little Business Was Brought Up
For Discussion

Town Council held their regular meeting last Monday evening. Mayor Saenger and councillors, Rindahl, Hope, Evans, Shaw and Buchholz were present. Very little business was brought up.

Messrs. C. Walters, W. J. Henry and W. Hedges were present at the meeting to make arrangements for securing water at the west end of town. Satisfactory arrangements were made.

Mr. J. O'Beir, who was appointed as unemployed to meet council and ask for more funds which the unemployed received. The mayor advised him that any one who felt they didn't get enough should apply individually to the council.

A letter was read from the Public Utilities stating they were unable to be present as an announced owing to illness, but they expected to come here as soon as possible.

Meeting of council for the Court of Revision was set for June 1st at 7:30 in the evening for attendance of taxpayers who had complaints to make.

A clean up day for the town was set for May 25 and 26.

Accounts as submitted to finance committee were approved and a motion was moved by Councillor Buchholz and passed.

Letter from the School Board re health literature was submitted and referred to the health committee.

Outline of regulations covering agreement of Medical Health and families needing examination of diseases by Dr. Lewis was approved by council.

On motion of Councillor Buchholz appreciation be extended to Public School Teachers and all pupils of the school for creditable showing at the Medicine Hat festival last week. The motion carried unanimously.

LOOK AT YOUR LABEL

British Steamer Badly Damaged In Collision



When the steamer "Hartlepool" collided with the British steamer "Polaris" during a fog on the Thames River, it tore a large hole in the side of the Polar. The picture shows workmen examining the damage after the Polar had reached port.

Local Armoury Held A Smoker For New Official

Was Held For Appointment of
Capt. Mackenzie as Official

Owing to the appointment of Mr. J. R. Mackenzie as the official of the C. O. of the Redcliff Militia, a smoker was held in the Armoury last Saturday night to get acquainted with the staff and private.

During the evening address of Military procedure and instructions were given by Capt. Knight Major Osgood and Capt. Mackenzie and invitations were for young men of the town to join the Co. were extended.

After business was completed there was an interesting program in which the bagpipes made most enjoyable selections which were cheered.

Songs were also rendered by W. Belmer, B. Swanson and A. Paterson after which lunch and refreshments were served.

Mr. W. Hill, president of the local Legion, congratulated the committee for the enjoyable evening and extended thanks for their invitations to be present.

Drouth This Spring In European Countries

Has Been The Driest in 150
Years in Britain

A number of European countries have been subjected to severe drouth this spring and considerable damage has been done to farm crops. In Northern Italy the wheat crop is a virtual failure. France and Britain have also been complaining of dry weather.

This spring has been the driest in 150 years in Britain. When April showers were due the wind turned to a frigid north-easter and cheerless days were accompanied by sharp night frosts that nipped the early fruit blossoms so that owners of English fruit orchards are now facing one of their gravest years.

Rush of Applications For Farmers Seeds

Many Complain They Can't Get
All They Want

Court House at Medicine Hat last week was a busy place from farmers for oil, seed and feed.

There were complaints that farmers could not get all the seed they wanted or required. The relief agent, W. D. Wylie, stated that he could not issue seed orders only in amounts stipulated in the regulations of the department. It is figured that 1,600 applications for seed oil and feed have to be prepared for submission to Edmonton.

High Wind Has Hit This District To-Day

Soil From All Directions is Now
Blowing Away

Just a few hours before going to press to day there has blown up one of the wild winds we have had around here for some time.

From the north west clouds of soil are blowing in all directions and make it impossible to see more than a few feet ahead.

Until today conditions were not encouraging for crops this year but now it is most discouraging.

Although we have had already considerable rain we need more now to keep the dust and soil down on the ground.

Hon. T. A. Cressat, minister of resources, announced the Dominion Government had adopted further restrictions to conserve the wild life of the Northwest Territories in the interest of the native.

An eagle in the Edmonton zoo has hatched two goslings and is feeding them. It is reported there is going to be a change in the Edmonton Cabinet. Why not get that eagle in the Cabinet to feed the hungry Canadians.

**Again LOW
BARGAIN
FARES
to
EASTERN
CANADA
MAY 17 to 28**

CHOICE OF TRAVEL
in COACHES - TOURIST
or STANDARD SLEEPERS
Fares slightly higher for Tourist or Standard Sleepers and usual berth charge
RETURN LIMIT 45 DAYS
In addition to date of sale
STOP OVERS ALLOWED
in London, Winnipeg and East
For Fares, Travel Agents, etc.
Apply Ticket Agent

Canadian Pacific

Local Swimming Pool Organized For This Season

Several New Officials Have Now
Been Elected

Meeting for the organizing of the local Swimming Pool for this year was held last week-end in the Legion reading room.

There was a fair attendance and the following officers were elected.

Hon. President - Dr. Robinson
M. L. A. and Dr. Lewis
President - Mr. J. Hope
Vice President - Mr. G. Ordway
Sec. Treas. - Mr. B. Ellison
Committee - Mayor Saenger, and Messrs E. L. Stone, D. Broadfoot and W. Campbell.

The officers were instructed to appoint executive committees to undertake work for the new Swimming Pool.

With funds later received from connection with the Carnival the Secretary reported the final amount now amounted to \$447.24.

A meeting of the appointed officers will be held in the Legion reading room on Sunday afternoon May 15th and all are requested to be present.

A meeting of the several officers elected will be held in the Legion reading room next Sunday afternoon at 2 o'clock.

To Test The Farmers Production Tax Act

Appeal Court Set in Calgary
For June the 6th

Validity of the 7 per cent. Farm Production Tax Act, passed at the last session of the Alberta Legislature will be tested at a sitting of the Alberta Legislature, will be held at a sitting of the Alberta Appeal Court, beginning in Calgary on June 6th, Chief Justice Horace Harvey ordered yesterday.

It is expected that J. E. Brownlee, K. C. former Alberta Premier will be retained to represent interests opposed to the tax.

Governor-General Baron Tweedsmuir, is visiting an old country friend in Maple Creek this week.

Considerable painting is being done in homes and stores in town this week and it is all making big improvements.

Churches

ST MARY'S CHURCH
Commencing next Sunday the service will be held at 9 a.m. The following Sunday at 10 a.m. In future service will be held at these hours on each other week.

ST AMBROSE CHURCH
Rev. H. S. Hammett, Vicar
GORDON MEMORIAL
UNITED CHURCH

Rev. H. V. Ellison, Pastor
10 a.m. Church School.
11:15 a.m. morning service
7:30 Evening Service.

The Redcliff Review

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LIBERTY'S -CANADIAN HALL OF FAME No. 4

Madame Queen Dr. Stone, of
Quebec, militant suffragette in
the only part of the British Em-
pire which still withholds the
franchise from women, is Irish,
consequently enough, but when seen
in action leaves no doubt about
her nationality. Her tall, thin,
white skin and the light blue
eyes they write songs about in
Irish songs. Her
franchise like
Archie, Ben
and Cam-
paigner for
votes since
1918. Think Premier Louis A.
Tachéman will grant them right
now she gives them and the
Premier gives away his two sharp
eyes. His gone to Parliament
the eleven successive years lobby-
ing, wheedling, coaxing, pleading
and threatening members to vote
for female suffrage but hasn't
yet to first base yet. After three
years persistence a member in-
troduced the first bill. Then
Premier Tachéman refused to
allow it. To wear
Madame Dr. Stone sat in the
gallery and stared steadily at the
Premier every afternoon for eight
days. In a fury the Premier
called the bill over to his verbal
shreds and defeated it. Believes
in the words "The man who
travels alone," and believes
in no club, league, association
or group.

Honor Dan McCowan

DAN McCOWAN, author and natu-
ralist who delights visitors to Banff
Springs Hotel with lectures on the
wonders of the Canadian Rockies,
has been made a Fellow of the Zoological
Society. The honor was conferred on
him after he delivered an illustrated
lecture before the society at Regent
Park on his last visit to England. "My
job is a perfect one for a country Scot,"
he often says. "I can tell scenery to
visitors and keep it too."

Going Up!

By Jane Dee

UP! UP! UP! That's
how skirts are going
to achieve that perfect
Pantaloone chic that is so
necessary if you want to be
smart this Spring. Hem-
lines are definitely on the
rise and if you consider
yourself up-to-date, you
must shorten your skirts.

Look at the smart new suits;
the coats are longer and the
skirts shorter—at the dress-
ing counter cut with a flare
at the bottom, and much
shorter—and the frocks,
smart and youthful in the
new shorter lengths. Some
skirts have gone (I think)
how much more important
your body has become. Do
you think the average skirt
for spring and with which
others to wear them?

Of course, there are several
important things to be con-
sidered. First your height—
consequently your legs—
these are features that deter-
mine the length of your skirt. If you
are so short that when the
length your suit, coat, or
skirt frock should be, just
write to me. I'll be glad to
advise the problem better. I
know you'll want to have
your skirt the proper length
when this Spring Fashion
trend is up.

Jane Dee

EATON'S

TAKE A RIDE WRITE A SLOGAN WIN A CAR!

General Motors Safety Slogan
Contest April 15 to May 31

open to every Resident of Western Canada 21 years or over
17 cash prizes ranging as high as \$3000
come to our showroom and take a DEMONSTRATION RIDE
in a new 1938 General Motors Car and

WRITE A SLOGAN on safe driving, 15 words or less

BENY & SON, Medicine Hat

FIGURES IN A BOOK?

What gives rise to a loan?

"Credit can only be issued against real assets... The
amount of credit must always be limited to the
amount of free money..."

That was written by one of the greatest of Socialists—by
the late Viscount Snowden of Ickneshaw, Philip Snowden,
in 1935—little more than two years ago.

Few stood so long or so resolutely in the forefront of public
controversy, or aroused such fierce opposition by vigour of
opinion or severity of tongue—and none passed to his rest
having earned greater public respect than Viscount Snowden.

His career was a triumph of sturdy British character. He
took an unpopular course during the Great War, but later
became one of his country's great figures, standing firmly
for his convictions and for soundness in the financial struc-
ture of Great Britain.

His words quoted above apply to Canadian banking today
with all the force with which he applied them that day to
banking in England. The Canadian banking system is a
British system, adjusted from time to time to fit the needs
of a developing nation in the changing scene of this new world.

Credit can only be issued against real assets. That is
as true today as ever. You cannot create credit by writing
figures in a book. You cannot make loans regardless
of deposits, collateral or repayment, then write the
loans up with a fountain pen on figures in a book labelled
"Deposits" and lend them over and over.

If you could, then bankers in
any country would need no
more than a fountain pen to
prevent bank failures.

During the last ten fiscal
years Canada's chartered banks
have paid more than \$397,-
000,000 in interest on deposits.
If they could create deposits by
the magic process of writing
figures in a book, they could
have saved that \$397,000,000!

And if banks could lend them
times the amount of their de-
posits, collecting interest each
time, bank profits would be-
come a national scandal, divi-
dends would be paid in astron-
omical figures, people would be
selling all they had to buy bank
shares, and there would be a
land office rush on at Ottawa
for bank charters.

But what are the facts?

Bank profits last year aver-
aged less than half of one per
cent, on total assets—a lower
margin than that of any other
class of business, corporate or
individual.

Dividends are less than 4½
per cent, on shareholders' in-
vestment; nobody is scrambling
to sell all he owns to invest in
bank shares, and there is no
land office rush at Ottawa for
bank charters—though no
application has been refused in
the last fifteen years.

Banks perform no miracles.

THE CHARTERED BANKS OF CANADA

Your local branch bank manager will be glad to talk banking
with you. He will be glad to answer your questions from the
standpoint of his own experience. The next article in this
series will appear in this newspaper. Watch for it.

YOU CAN'T AFFORD TO MISS THIS...

WONDERFUL SUBSCRIPTION OFFER

GROUP 1 SELECT ONE MAGAZINE

- ☐ Maclean's (24 Issues) 1 yr.
- ☐ National Home Monthly 1 yr.
- ☐ Canadian Magazine - 1 yr.
- ☐ Chatelaine - - - - 1 yr.
- ☐ Pictorial Review - - 1 yr.
- ☐ Silver Screen - - - 1 yr.
- ☐ American Boy - - - 1 yr.
- ☐ Parents' Magazine - - 6 mo.
- ☐ Can. Horticulture and Home Magazine - - 1 yr.

GROUP 2 SELECT ONE MAGAZINE

- ☐ Liberty Mag. (52 Issues) 1 yr.
- ☐ Judge - - - - - 1 yr.
- ☐ Parents' Magazine - 1 yr.
- ☐ True Story - - - - 1 yr.
- ☐ Screenland - - - - 1 yr.
- ☐ House & Garden - 6 mo.

What could be more complete than a combination offer that gives you a choice of your favourite magazines—Sends you your local newspaper—and gives yourself and family enjoyment and entertainment throughout the whole year—Why not take advantage of this remarkable offer that means a real saving in money to you?

TAKE YOUR CHOICE!

OFFER NO. 1 OFFER NO. 2
One Magazine from Three Magazines from
Group 1, and One Group 1 and This
Magazine from Group Newspaper

USE THIS ORDER BLANK

Please clip list of Magazines after checking Publications desired. Fill out coupon carefully.

Gentlemen: I enclose \$..... Please send me the magazines checked with a year's subscription to your newspaper.

NAME

STREET OR R.R.

TOWN AND PROVINCE

This Offer Fully Guar-
anteed—All Renewals
Will Be Extended.



Leave Your Order for Counter Check Books at THE REVIEW OFFICE

Get Your Job Printing At The Review Office No Job Too Big nor None Too Small for us to handle

Leave Your Orders Here For The Following

- ENVELOPES
- LETTERHEADS
- NOTE HEADS
- BILLHEADS
- STATEMENTS
- CIRCULARS
- BOOKLETS
- PRIZE LISTS
- TICKETS
- VISITING CARDS
- BUSINESS CARDS
- PROGRAMS
- RULED FORMS
- BALANCE SHEETS
- DOGGERS
- POSTERS
- AUCTION BILLS

Satisfaction Guaranteed and Prices Reasonable

Let the People Know what you have to sell, by
ADVERTISING IN THE REVIEW

Where Life Means Nothing

Ontario Men Tell of Conditions Here in Russia.

"Any Canadians who have commensurate ideas should visit Russia. Their outlook would be changed," claims Major C. E. Dowling, of Oakville, Ontario. Major Dowling toured the Bezdnamirsk state, Finland, and visited Leningrad in Russia, last summer. "The conditions in Russia as I saw them, were deplorable," he said.

"Leningrad is a city of more than two million, but there are very few of them on the streets," he said. "These people go about with a terror-stricken expression, not knowing what will happen next. Life means nothing to the government. The only reason the present rule is being accepted is because the people are afraid to rise up in objection."

"The only highlight in the present form of rule is the educational development of the children," Major Dowling claimed. "While the mothers are out working the children are left in vast houses where they learn about communism and behaviorism. The second generation since the revolution is growing up to be communists. The government will have to make adjustments before the third generation grows up or there might be trouble. They will be well educated and will not stand for the present rule," he predicted.

"The people live on black bread and molasses and sometimes cooked vegetables. Tourists are advised not to drink water because of the filthiness of the ground, and all green vegetables have to be cooked before they are fit to eat."

During his stay he saw the peasants laugh once and this was at a time, he stated, "I don't know they can be light-hearted here and they certainly left it behind."

"The children and handicapped countries are just the opposite to Russia. They are making rapid strides ahead and are putting up new buildings and improving their country," he said.

Restore Water Levels

Expert On Water Conservation Appointed By Ducks Unlimited.

Mr. C. M. Main, civil engineer and expert on surface water problems, has been appointed general manager of Ducks Unlimited (Canada) Corporation, officials announced.

Mr. Main, former chairman of the Engineering Institute of Canada and as employee of the Canadian National Railways, has been loaned to Ducks Unlimited to study water conservation plans of the corporation.

Mr. Main will open the main office of Ducks Unlimited at Winnipeg and appoint provincial managers to carry out work of restoring water levels and efforts to increase production of waterfowl in Western Canada.

Eight years ago Mr. Main worked with the Bureau of Reclamation and in 1931 studied drought area conditions for the Saskatchewan government.

Women Radio Announcers

C.B.C. Intends To Try Out The Experiment Shortly.

Major Gladstone Murray, general manager of the Canadian Broadcasting Corporation, revealed before the parliamentary committee on radio that women might some day take their place before the microphone as announcers.

In outlining details for an ambitious program of broadcasts and answering questions regarding the C.B.C. staff, Major Murray said the corporation would shortly experiment with women as announcers. Efforts also would be made to discover "radio personalities" with which he believed Canada was richly equipped.

George Bouchard (Lib. Kananaskis), urged that the corporation staff be augmented by addition of an official who would be to interpret "the viewpoint of the rural population and work toward development of a pride in rural life."

Depends On Trust

Wylie Page, 34-year-old Negro mechanic of Charleston, W. Va., has applied for a patent on a coal dust carburetor which he claims will take a car to 25 miles on a gallon of dust. He hasn't given it a trial yet but will soon. And whatever happens, this is his last year's work, he says, because "if the carburetor works, I won't have to labor. If it explodes, I won't be on earth to work."

The Lea Valley of England is a centre of the new growing industry of that country. Here 70 acres are under glass, yielding four crops annually.

Considered A Nuisance

Firemen Often Handicapped By Smoke In Battle.

Chief of Police Beatty of Stratford, Ont., believes something will have to be done about motorists who follow the fire siren when they are answering a fire alarm. "The fire is not always blaring so the firemen can stop at the right spot. At times they have to look for the fire, and it happens that on occasion their siren must back up a considerable distance. When the road is filled with cars containing sightseers it is not possible to do this. So the Chief has decided car drivers must keep 300 feet away or else appear in court."

Stratford is not alone in this. We dare say every community which has a fire department has the same problem. Sending in a fire alarm is just about the same as inviting the community to come along and see the fun. Taxpayers seem to feel that at last they are going to get something for their money when a fire breaks out. They are going to see their firemen splash the water and climb the roof and do all manner of things which they are not in the habit of doing. It may be that the citizens will also have opportunity to be hand-picked for directions and opinions as to how the fire should be handled.

Age, the state of health or difference of opinion as to how the fire should be handled. At all times fire breaks out. The community goes in cars, on bicycles or on foot, and the community also decides that in its entirety it is possible as to how the fire should be handled. At all times fire breaks out. The community goes in cars, on bicycles or on foot, and the community also decides that in its entirety it is possible as to how the fire should be handled.

Served A Greater King

Old General Announces Return To Frederick The Great

One of the generals of Frederick the Great declined no invitation to the King's dinner, explaining that he had planned to receive Holy Communion the next morning.

Six days later when he joined Frederick and his generals, the King and his guests began to jest him for his religious devotion, and mock at his attendance at the Lord's Supper. The old general rose, saluted the King and told quietly but firmly that there was a greater king than Frederick, and that he never allowed the Holy One to be tempted in his presence.

The assembly was agitated. Such a refusal declined no invitation to the King's dinner, explaining that he had planned to receive Holy Communion the next morning.

Preference In Literature

Lady Tweedsmuir Defines Tastes In Prairie Provinces

Literary preference is for fiction in Manitoba, and non-fiction in Saskatchewan, but the people in Alberta, Lady Tweedsmuir said in Montreal, like "anything you and them—they seem to read everything."

Speaking to Montreal Hadassah, the wife of Canada's governor-general expressed her thanks to members for their contributions to her prairie libraries scheme.

Many organizations had given similar aid, she said, "It is an honor that by the time I leave Canada I shall have been able to send out 30,000 books, which ought to form a nucleus of a library system which I hope will be taken over by the universities or common use."

Too Clever For Robbers

Man Held Up In Chicago Reported To Have Magic Tricks

Two robbers accused Milton Berg in Chicago, and—report—of resorting to his magic tricks. "When one of them put his finger in my watch pocket, I took a deep breath, catching them," he reported to Sgt. Walter Thomas with pardonable pride. "As he started to extract it, then I took my watch from another pocket and flipped it over a fence. He stepped behind me to search my hip pocket. I took my watch from my vest and put it atop my hat."

The holdup men left.

In Russian politics they bury the hatchet; they bury the opposition.

ELEVEN DEAD, HUNDREDS INJURED IN SOUTH FEROX TORNADO



The town of South Pekin, Ill., 1,200 population, was virtually wiped off the map when a tornado struck, killing 11 persons and injuring more than 100 others, and destroying all but two brick stores among approximately 300 buildings. The photograph shows the injured being cared for in a Peoria hospital.

Power By Radio

Rapid Progress Is Being Made In This Development

Power by radio—for years the dream of inventors—is now being made a reality. The London Sunday Referee reports.

The newspaper quotes an "electrical authority" as saying that "one company has already found it possible to control the lighting of single lamps from a distance by wireless."

"It is considered that their system might be useful for signalling purposes," the expert added.

"The present research on the subject is directed towards radiating electrical energy in large quantities over long distances at a comparatively low cost. There is hope that it may be possible to do this by means of short-wave radiations."

"By eliminating wires and cables, it may even be possible to distribute electricity by radio more cheaply than by the present wire system."

Saskatchewan Mineral Field

Immense Field Exists In The North-Central Part Of The Province

Belief in immense mineral field exists in north-central Saskatchewan, stretching northward near Lac La Ronge, was expressed by Jack Heffernan, veteran prospector, in a speech to a Prince Albert service club. Robert Caldwell, who also has prospected in the area, addressed the gathering in similar vein.

Heffernan said he found many rare forms of gold showings he had located 24 miles apart. Representative samples taken near Stapher lake had assayed up to \$60 in gold. This lake is about 100 miles north of Prince Albert.

Twenty-four miles farther north, Heffernan said, he found a gold-bearing vein containing values up to \$80.

A kind of candy is made from sugar and rose petals by the Chinese.

Infantile Paralysis

Serum Is Best Hope Of Combating The Disease

The medical profession faces the infantile paralysis epidemic this summer with its new ammunition, protective nasal sprays and vaccines, rated as failures.

It is through lack, the American College of Physicians was told by Dr. John A. Kolmar, of Philadelphia, one of the foremost infantile paralysis authorities, on the use of convalescent serum.

There has never yet, said Dr. Kolmar, been adequate statistical evidence that the convalescent serum is either effective or ineffective. But the serum at present is the best hope of combating the paralysis.

He said he believes the serum will prove a partial protection. He cited its use in 1926 in Manitoba, where it was used in 1,000 cases. He said the latest nasal spray, since failed, which worked well on non-brothers at Stanford University, he said, failed to prove its value when four doctors tried it last summer during a Toronto outbreak. There is still, he added, a little hope for this spray if given by a physician, by a method the public cannot use on itself.

An Amazing Discovery

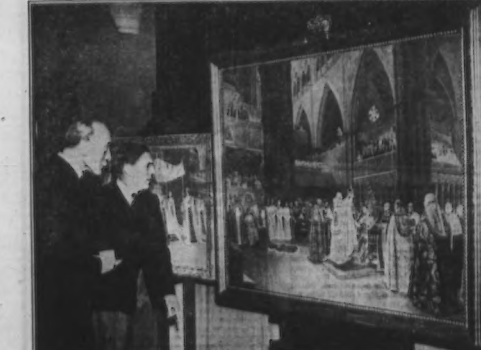
Insurance Actuary Says Every Drink Costs 25 Minutes Of Life

The statistician of life insurance, Dr. Arthur Hunter, actuary of the New York Life Insurance Company, Dr. Hunter made a study of the records of sixty life insurance companies, involving more than two million persons, as reported in the National City Weekly. Of course other discoveries were made. For instance, without taking into account the reduced efficiency of the modern drinker, it was found that the life expectancy of such a person was reduced from four to six years. And as for the drinker to excess—was a poor risk, he is refused insurance at any rate at all—Knox.

"In my opinion, a crooner should stop at three o'clock. Beyond the microphone when broadcasting," says a band leader. Some people would say three miles.

Ontario government's art committee has a yearly allowance of \$50 to spend. "That will buy a nice frame, if some artist will kindly donate a picture."

HUSBAND AND WIFE PAINT CORONATION PICTURES FOR ROYAL ACADEMY



Mr. Campbell Taylor, R.A., and his wife, have both painted pictures of the Coronation ceremony in Westminster Abbey for this year's Royal Academy. The picture above was taken at their studio and shows Mr. Taylor explaining points of his Coronation picture to Mr. Sidney Lee, treasurer of the Royal Academy.

Is Still Good Gold Producer

Workable Areas In Klondike After 50 Years Of Operation

After 50 years of continuous production, the famous Klondike gold fields of the Yukon still have great reserves of a magnitude that assures many more years of successful operation.

Although the Yukon has already given the world about \$200,000,000 in placer gold, proven areas of workable gravel in the Klondike district are estimated at nearly 100,000,000 cubic yards. The high price of gold during recent years has resulted in greatly increased attention being given to this area, and the placer operators are working over the old Klondike diggings and the lower grade ground which was neglected in the days of "1897." The old pans, rockers, and sluicing methods of the Klondike days have been largely succeeded by huge dredges, most of which are being discovered and developed from the potential water-power of the Yukon. By the close of this year, it is estimated that approximately 9,000,000 cubic yards of gravel will be put into operation this year and will be put into operation next year.

While gold has made the Yukon famous, the mineral resources are by no means limited to that metal; silver, copper, lead, antimony, tungsten, iron and in fact, all the elements of greater or less quantities, besides coal and numerous non-metallic minerals. The Klondike district was known in the Mayo and Klondike districts as early as 1906, but was mined only by H.V.A. and has since accounted for the bulk of the Yukon's silver and lead production.

Apoplexy Danger

Can Now Be Seen And Warded Off

Apoplexy, the stroke which heretofore has killed without warning, can now be forestalled and warded off, the American College of Physicians was informed.

The federal census ranks it as the fifth cause of death in the United States. Eight definite signs which foretell the approach of one of these apoplexy strokes were described by Dr. Albert B. Hyman, director of the William H. Rorer Hospital, New York, and Prevention of Heart Disease.

These warning signals range from headache, dizziness, and faintness, coupled with high blood pressure. They occur, he said, during the danger zone which precedes one of these strokes.

Could Take A Joke

King Christian Of Denmark Preserved Himself Despite Jokes

For rebuking a king a telephone girl in Copenhagen was rewarded with a box of chocolates. While shopping in a Copenhagen department store King Christian of Denmark asked permission to ring up the director of the store on one of the store telephones. "Who is this speaking, please?" asked the girl on the exchange. "It is the king," replied King Christian. "Oh stop that nonsense, old chap," said the girl, thinking it was a clerk making fun of her. King Christian finally got the director, who showed him the telephone girl with a card made out for him. "With kind regards from the 'Old Chap'."

Final Plans Under Way

Paris-South America Air Passenger Service Starts This Summer

Final preparations are under way for the first air passenger service to connect Paris and South America, and the first plane will fly to Buenos Aires, Argentina, in the summer. A regular schedule is planned, the 1,000-mile flight being completed in about four days. Eight-passenger airplanes with cruising speed of about 200 miles an hour will be used. The service will be the result of 15 years of effort in which more than 100 pilots, air officials and engineers met death.

Joan: "What's inside you so late?"

Jim: "I ran into a garage on the way."

Joan: "Did you need some repairs?"

Jim: "No, but the garage will."

WATER-COLOUR TINTS FOR RESTFUL LIGHTING

"CREATE ROOMS—FREE from EYE STRAIN"

says "Alabastine Al"

"My customers prefer the water-colour tints of ALABASTINE. The soft, non-plain finish is easy on the eyes. It's inexpensive, too!"

Alabastine

THE NATIONAL WALL COATING

WORLD HAPPENINGS BRIEFLY TOLD

Imperial Airways officials said inauguration of trans-Atlantic air flight this summer would be impossible due to a lack of equipment and personnel.

President Roosevelt has removed Austria from the list of nations receiving preferential freight treatment from the United States.

Stirling, a major Ontario pest, are coming West in increasing numbers, but fascists report. Whether they would survive a western winter is not known.

An Arab shot and killed Squadron Leader Eric Holden of the Royal Air Force, at the Alamein aerodrome in Palestine, according to reports received at Cairo.

A Canadian delegation of ex-servicemen, making their annual pilgrimage to the Artois battlefield, paid homage to Canadians who fell during the battle of Artois in 1915.

Canada was the largest purchaser of United States war supplies in March, say figures issued by the United States. Canada imported \$184,118 worth of war materials, mostly aircraft.

British Columbia will erect a \$100,000 building in Vancouver as a auto testing center. When completed, a car, a driver may get his driver's and car license, have his driving ability and car tested in one building.

The Kanan News-Record has reported the execution of seven former officials of the commissariat of agriculture in the Tartar republic. It gave the charges as wrecking of livestock breeding.

Herbert Hollick-Kynyon, Winnipeg flyer and chief aide to Sir Hubert Wilkins during the recently abandoned search for the lost missing Soviet flyers, said he further efforts to find them would be made from the North American continent.

German Ambassador

Herbert von Thirmer to succeed Von Ribbentrop in London.

Chancellor Hitler has named Herbert von Thirmer, former ambassador to Japan, as German ambassador to Great Britain, succeeding Joachim von Ribbentrop, now German foreign minister.

Hans von Mackensen, state secretary to the foreign office, was appointed ambassador to Italy, succeeding Ulrich von Hassell, recalled in Hitler's shake-up of the diplomatic service in February.

Dr. Ernest Woermann, counselor at the London embassy, was called back to Berlin to become a foreign under-secretary. The military attaché at Tokyo, Major-General E. Ott, became ambassador to Japan.

Count von Weizsacker, political expert in the foreign ministry, was elevated to von Mackensen's post.

Theodor Kroll, a legion counselor in the diplomatic service, was appointed to replace Dr. Woermann in London.

Doctors Short Lived

Ministers, Judges And Educators Seem To Be In Preferred Class

In New York City it has been found that retired public school teachers live so much longer than anticipated under a salary pension schedule of eleven years ago that the contributory series will have to be much increased. Ministers, judges and educators seem to be in the preferred longevity class whereas doctors, who of all others should know the health rules, have a low expectancy rating—Branford Bampton.

"The strongest wind won't blow this powder from your face," says a heavy products advertisement. "It only takes a tiny puff to put it there."

Third largest of the seas of the world, Bering Sea has an average depth of only 900 feet.

TOT'S FROCK OFFERS TWO VERSIONS!

By Anne Adams



Just right for a small girl to wear for every occasion is this delightful young frock! Miss "Two to One" will certainly be proud of the fetching style—Mother will be pleased at the ease with which she can make up Pattern 4752. Do notice the neat ruffled collar, the Peter Pan collar, and two little pockets! All this finishing flattery is accented by dainty bows and ruffles trimming! Make young Mary-Anne a second version, too—with colorful ruffles and a simple necklace. For fabric, chambray or dimity would serve beautifully—while white would serve handsomely for dress-up.

Pattern 4752 is available in children's sizes 2, 4, 6, 8 and 10. Size 2 takes 2½ yards 36 inch fabric and 1½ yards 44 inch fabric. Size 10 takes 4½ yards 36 inch fabric and 2½ yards 44 inch fabric. An illustrated step-by-step sewing instruction booklet twenty cents (20¢) in coins (change cannot be accepted) for this Anne Adams pattern. Write plainly (Name, Address and Style Number) and send order to the Anne Adams Pattern Corp., Winnipeg Newspaper Union, 175 McDermott Ave. E., Winnipeg.

Huge Illuminated Map

Being Prepared For Canadian Pavilion At Glasgow Exhibition

A huge map of Canada, covering 600 square feet, is being prepared for the Canadian Pavilion at the Empire Exhibition to be held in Glasgow during the summer.

The map will be on plates of burnished copper from Canadian mines, and by operating switches visitors will be able to light up the scenes of various features of Canadian life, such as mines, outposts of the Mounted, aerodromes, cities, and so on. There will be pictures of the chief buildings of the bigger cities. The map is said to be the biggest illuminated map in the Empire.

Customers: "I've come back to buy the car I was looking at yesterday. Salesman: 'Fine. Now tell me what was the one dominating thing that made you decide to buy it?' Customer: 'My wife'."

FLIN FLON

"The Story of Its Finding and Position To-day"

By FRANK RUEN

THE VALUE OF FLIN FLON TO MANITOBA AND SASKATCHEWAN

Businessmen who found that nearly to put the mine into production took thirty millions of dollars, much of which was put into circulation in the two provinces in the shape of wages and purchase of supplies.

To-day the mine employs 1,750 people, and remarkable as it is, over 840 of these are from Manitoba and Saskatchewan, with 250 more from other parts of Canada, and 245 from British Empire (about 100,000). This makes over 75 per cent of all employees recorded as British subjects. Of the total staff nearly 1,000 are married, and that accounts for the general atmosphere of home that has grown up, equipped with schools, community halls and every known organization such as 12345, 67890, etc.

What mining means to a small state this means attraction of capital and steady payments. It is a backbone to the agricultural sections of the province and provides a market, increasingly important, for its farm produce.

I just ran across a note clipped from a business paper in 1928, which gave another angle to what Flin Flon meant to Manitoba at that time. It reads as follows:

"What mining means to the country at large was vividly portrayed in the Flin Flon plant to handle orders from the Flin Flon Mine and Power Plant. Remember, too, that the distance from Flin Flon, Manitoba, to Hong Kong, is greater than half way between the Atlantic and Pacific oceans. And ever since 1930 the Flin Flon has been turning out millions of dollars in copper, zinc, gold and silver payables out in wages, for supplies and taxes to both provinces, and the Dominion.

With Or Without

Detroit Church Vote On Services And Sermons

The New Outlook says a Congregational Church in Detroit has been trying the experiment of an occasional "sermonless service." What wonderful possibilities there are for "sermons" on the subject, the vote to be for "sermons" subject, sermonless service of worship, or occasional services without sermons. Fifty-four per cent of the congregation voted for persons regularly without sermon, 42 per cent for the occasional sermonless service, and three per cent would cast out the sermon from all services.

Clack Clock Modern

A tuning clock made the main entrance to the Port of London Authority's Cuttler-street warehouse, made by John Thwaites, of Clerkenwell, in 1901, is being fitted with a small electric motor to replace the old weights and pulley mechanism.

Canadian merchandise imported into Northern Rhodesia in 1930 to the value of over \$200,000, included among other things condensed milk, agricultural machinery and preserved vegetables.

Queen Mary Visits Museum

Asked To See Regalia Worn By Prince Of Wales

For a moment Queen Mary stood before the regalia which her eldest son, the Duke of Windsor, wore when he became the Prince of Wales.

Visiting the Welsh national museum, the Queen Mother was especially to see the purple velvet and ermine robe of gold chaplet, which was used by the Prince of Wales when he was invested as Earl of Carnarvon.

She looked in silence, then turned away.

There are vast salt tracts in the south of the island, and in the Sahara desert. One of these tracts is 50 miles wide by 13 miles long, and would contain lands of salt are taken from it annually.

A handset isn't a handset legally until it has a cork, a chair, a ball, a cat, a herdman's a kith and a plow, according to an old Welsh law.

Idea Of English Hazy

Ontario Applicants For Naturalization Cannot Read Road Signs

Operators of motor vehicles among the 38 applicants for naturalization who appeared before His Honor Judge A. T. Boies in County Court at Simcoe, Ont., were confronted with miniature traffic signals and asked to read them as part of the test of their knowledge of English.

The result brought surprise. One Belgian who had been driving a car in Ontario since 1929 could not only read the word "Stop," a Czechoslovakian, eight years in Canada, who formerly drove a car, could read about half the signs shown him, while a Russian who had been eight years in the country recognized all without hesitation. A few others could read none of them. The word "Caution" had little or no meaning to most of them.

Trade Representative

South Africa The First Overseas Dominion To Name Commissioner For Canada

The Union of South Africa will have an accredited representative in Canada, it is learned. The position is Canadian, substantially the same as that of an ambassador.

Announcement of the creation of this post with D. de Waal Meyer, South African trade commissioner now in Montreal, as the first accredited representative, was made in Pretoria, department of external affairs at Ottawa advised.

South Africa by this announcement establishes an official mission to name a representative of its government to the government of a sister dominion.

Gardening

A brown or green-stained window box overflowing with gaily blooming flowers is easily produced. This sort of garden is highly interesting, as a very rich soil should be used, and the plants frequently all of the same species of chemical fertilizer during the growing season.

The box must be placed on all sides to drying wind, a thorough soaking once a day is advised.

There must be holes in the bottom of the box to provide drainage, and also a layer of gravel, cement, crockery or similar material for the bottom. The plants should be put in, with Petunias, Geraniums, Begonias, Fennel, Geraniums and any other plants especially recommended for this purpose further back. Shallow plants should be placed in the front, and the plants should be provided until the plants are well established. The same treatment and planting materials will be used for the hanging pots.

Tender vegetables are those which have been grown quickly. Especially those such as radish, cress, and beet, and the slow growth disastrous as the roots become woody and filled with objectionable fibres. But this is not a rule for all vegetables. On this account experts advise that the soil should be cultivated, which in addition to the soil should be covered with a layer of water or an hour or two with the soil at this time will find further aid. Where the supply of water is not abundant, the soil should be a good plan, in laying out the garden, to place the things that need of extra moisture, such as radish, lettuce and celery, close to the pump. Fertilizer is another way of hurrying growth and therefore saving vegetable of the highest quality.

When an abundance of flowers for bouquets are wanted, experienced gardeners often grow them in a special place. Usually a portion of the vegetable patch or a row at the back may be reserved for this purpose. Some well designed beds or mixed annuals are sown if too many flowers are picked and then again there are certain things like chrysanthemums, for instance, that are little attractive foliage but beautiful blossoms.

Book Disrupts Family

Several Members Claim They Own Valuable First Edition Copy

Seated in a safe at Burlington, England, is a first edition copy of "Alice in Wonderland," that has disrupted a family. Its value is placed as high as \$2,000 by experts. Miss Spencer, of Finner, thinking it merely an old and only imaginary valuable copy of the immortal classic, gave it to the library at Burlington. When an expert ran across it he rushed to the library with the news. It was withdrawn from the shelf and Miss Spencer was informed. Two other branches of the family, one represented by Miss Spencer's severely year-old aunt, disputed her claim to the book. Lawyers are trying to unravel the claims with a fair prospect of settlement out of court.

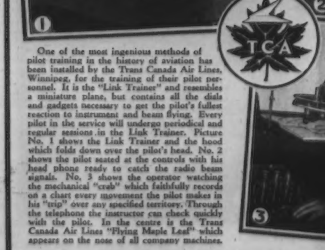
Ancient Trumpet Call

Will Be Heard From Polish Building At New York Fair

The Historic Polish trumpet call known as the hajduk will be repeated each day at noon from a medieval tower which will surround Poland's building at the New York World Fair next year. The call always ends on an unfinished note and dates from the time when the Tartars invaded Poland. A trumpet sounded the opening note of a call to arms, but was not blown when an arrow pierced his throat.

The house of lords may transmit, certain business when there are only three members present, not necessarily including the lord chancellor.

Death rides the highway when drink takes the wheel.



One of the most ingenious methods of time raising in the history of civilization has been installed by the Trans Canada Air Lines. The mechanical "cock" which faithfully records on a chart every movement the pilot makes in his "trip" over any specified territory. Through the telephone the instructor can check quickly the pilot's time in the Trans Canada Air Lines "Flying Mile" machine, which appears on the nose of all company machines.

MONARCH

Medicine Hat

Thurs, Friday, Sat.
May 12, 13, 14
"90 Roaring Minutes
of Laughs"

Constance Bennett, Cary Grant

-in-

"TOPPER"with
Roland Young, Billy Bark, Allan
Newberry, Eugene PallettMon., Tue., Wed.
May 16, 17, 18.
"More Fun Than a Circus"
Here Comes!**"DOCTOR RHYTHM"**

-with-

Bing Crosby, Mary Carlisle,
Beatrice Lillie, Andy Devine,
Laura Hope Crews and
Rufe Davis**COMING**Sonja Henie, Don Ameche,
in**"HAPPY LANDING"****Lang Bros., Ltd.**
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Life, Sickness
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Telephone 3884**Just Received Shipment of
Chesterfield Suites,
Studio Lounges
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Furniture Store**

Third St. Medicine Hat

Ladies Sale
Suits, Coats, Dresses
and Blouses.
Lovely Tweed Suits and
Coats Sale Price \$8.75
Blouses, Satins,
Crepes, Sheer and
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Sale Price \$1.25**At SILVER'S**
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and Windows**Made to Any Size
At Reasonable Prices**The Gas City
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FREE STORAGE on All Repair Jobs Over \$15.00**CASH BUYERS**Furs, Hides, Horsehair, Sheep Pelts, Wool
HIGHEST PRICES PAID
314 South Railway St. Medicine Hat, Alta**BIG SPRING BEDDING SALE**

Featuring Simmons' Bed Springs and Mattresses

BEDDING with 2 in. post bed, agline cool springs,
all felt mattresses, outfit complete at **\$18.95**Inner spring mattresses. Enjoy perfect rest on
one of these soft luxurious mattresses.
Sale Price **\$14.95** and **\$19.95****ALL FELT MATTRESSES** with good serviceable ticking
Roll Edge, Any Size, Special at each **\$5.95****J. J. MOORE & SON**

Phone 2297 Near Medicine Hat Garage

**Renewal of your Subscription Now
will be greatly appreciated****Interesting
Local Items**It is reported that a woman
in Bayshore, Havana, had given
birth prematurely to seven babies
all at once but none had lived.Red Cross Alberta Division is
putting on a campaign from May
9th to the 14th and Red
cliff will be in it.Weather conditions Sunday
and Monday were quite cold
with a little frost and slight falls
of rain with a cloudy sky.Miss Inas Rindahl who has
at Bernada all winter, returned
home here last Saturday to visit
with her father and the rest of
the family.Falling of rain and snow in
several sections of Alberta in the
past two weeks has delayed
seeding of wheat and oats.
Settlement of weather now is
allowing putting in seed.The fences which had been
put up between here and Medicine
Hat to stop snow on the
highway last winter, are now
being taken down and will be re-
placed next fall.Miss Mack who had been
teaching in the Bowell district
several years ago, has recently
returned from Ontario where he
has resided for some time and is
now visiting friends in this dis-
trict. Miss Haslam who resided
in this district with her par-
ents some time ago also, and now
resides in Clarendon, was here
with Mr. McCormick to visit
friends.**GET YOUR PROPERTY
CLEANED UP**When you have the rubbish
piled in a pile and send for me to
have it carted away to the mu-
nicipal ground. It will improve
appearance of your property.
Price reasonable.

Apply T. Finchney.

**Garden
Flowers**All Phoned For Orders Will
Delivered to Homes**Bedding Out Plants
of All Kinds of
Flowers & Vegetables****REDCLIFF
GREENHOUSE**

PHONE 230

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Lemon Box Coffee 2 lb. good
cutter and one lunch box 35c
Tomato Catsup Ideal Brand
12 oz. Bottles 2 for 25c
Tea Cup Circle a High Grade
Brand per pound 45c
Coffee Cup Circle per lb. 35c
Crabapple Jelly 4 lb. tin 48c
Jams, Aynler 4 lb. tin 49c
Wheatleite, 5 lb. sack 25cNew provincial hail insurance
board has been appointed to re-
place the old board which has
not operated full time for about
ten years.June the 9th will be officially
celebrated as our King's birth-
day although he was born on
Dec. 14.Mother's Day was held in all
our churches last Sunday and
services were most favorably
conducted and were well attend-
ed.Owing to heavy rain falls at
the end of April and the first
week of May seeding of wheat
this year has been considerable
later than usual but it is figured
it will be all right this fall.A meeting of the local Swimm-
ing Pool committee will be held
in the Legion reading room on
Sunday May 16th at 2 o'clock in
the afternoon. All members are
requested to be present as impor-
tant business will be attended to.The local Greenhouse here
had a clean out of flowers for
Mother's Day last Sunday and
our citizens were well pleased
with the fine assortment of
flowers which were grown.
There will be lots of new flowers
again this week here.Mrs. Rooser who had been
managing the Redcliff Hotel
dining room for some time has
gone out to their farm west of
town and Miss Slinker, of Me-
dicine Hat is now in charge of
the local dining room. Miss
Singer has had considerable ex-
perience in cooking and is put-
ting up splendid service.**KEEP CATTLE AND
HORSES TETHERED**According to Town Bylaws
all horses and cattle in town
must be tethered and not allow-
ed to wander around freely.
Any found untethered will be
put in pound and owners will be
fined.

J. Kitcher, Constable.

**Summer Deserts
And Salads**Also 10 Kinds of
Fountain Drinks
and Ice Cream**FINEST SERVICE and
CONVENIENT CAFE**

Meet Your Friends Here

**THE NEW
CLUB CAFE**

Second St. Medicine Hat

All Family Goods**Men's Sport Shoes**Smart Looking Two-Tone Oxfords in Brown and Cream Kilt
Leather soles and rubber heels, a nice light
that will give lots of wear. Price **\$3.35****Satin Slips**These are really Lovely Slips, made from Heavy Rayon Satin
Nicely Tailored and come in white and Tan Rose
Shades. sizes 32 to 44. Price **\$1.25****Curtain Scrim**It has never been our pleasure to show such an extensive range
before. Cream and Ecru in plain colors also striped
and spotted designs 40 inches wide, Priced at yard **25c****Men's Underwear**They're here the New Slings for Men made from White
Much Sizes **50c** Vests to Match All Sizes **40c****The LePage Store**

Third St., Medicine Hat

**How Does
Life Insurance
Benefit Living
Policyholders?****Answer.**—It enables policyholders to build a
substantial cash reserve for future needs—and
at the same time ensure protection for their
families.**Question.**—How does Life Insurance ensure
funds for retirement?**Answer.**—When the need of protection is
passed, the proceeds of a policy may be used to
provide a guaranteed monthly income.**Q.**—What percentage of Life Insurance pay-
ments are made to living policyholders?**A.**—Approximately 75 per cent.**Q.**—How is the balance of these payments made?**A.**—In death benefits to the beneficiaries of
policyholders.**Q.**—How much money does Life Insurance
distribute each year to living policyholders in
Canada?**A.**—More than \$100,000,000 a year.This is the sixth of a series of messages sponsored by Life In-
surance Companies operating in Canada. The seventh will appear
in two weeks' time, will show how Life Insurance savings
finance mortgage loans.**Life Insurance**

Guardian of Canadian Homes

It Pays to Advertise in The Review
ALL OUR ADVERTISERS SAY SO